



# **U.S. Army Joint Munitions and Lethality Life Cycle Management Command**

**“Providing America with Advanced Armaments in Peace and War ”**

## **12 Steps to Doing Business with the Army and the JM&L LCMC**

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**Office of Small Business Programs**



# **VISION**

**To Be The Premier Advocacy  
Organization Committed To  
Maximizing Small Business  
Opportunities In Support Of  
The Warfighter.**



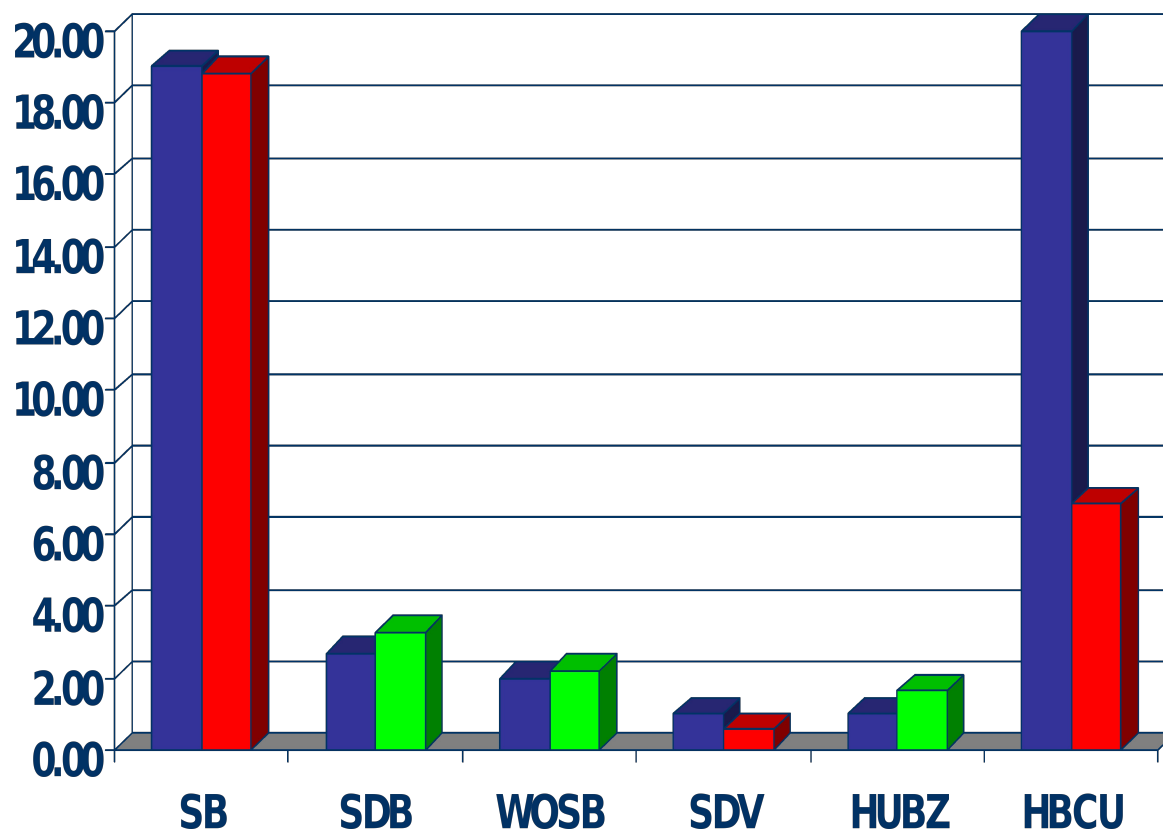
# MISSION

- Advise the Commander and Senior Leadership of the JM&L LCMC on Small Business Related Matters
- Spearhead Innovative Initiatives that Contribute to Expanding the Small Business Industrial Base Relevant to the Army Mission and the Priorities of the JM&L LCMC
- Leverage the Use of Minority Serving Educational Institutions in Support of Army Science and Technology Programs



## FY 06 PERFORMANCE

**TOTAL OBLIGATED**  
in FY 06 = \$2.2B



**Small Business=\$326M**  
**18.8% of Goal of 19.0%**

**Small Disadvantaged=\$57M**  
**3.28% of Goal of 2.7%**

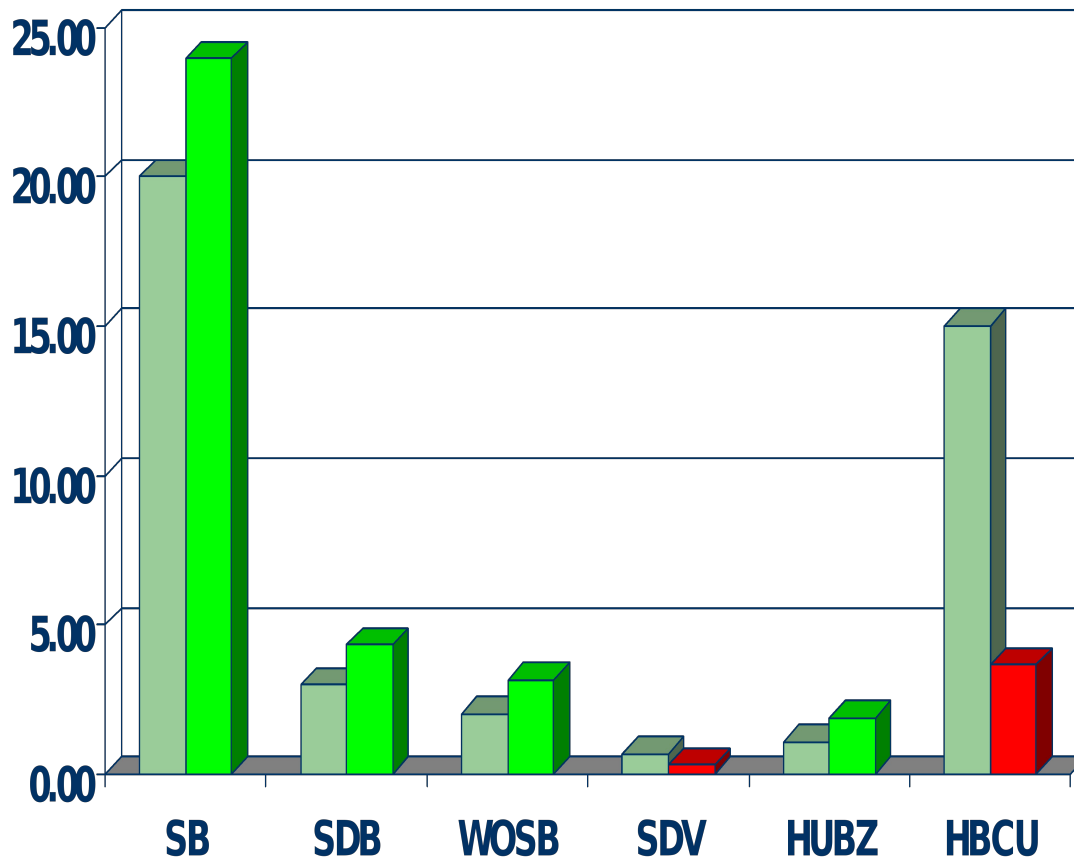
**Women Owned=\$38M**  
**2.19% of Goal of 2.0%**

**Service Disabled Veteran Owned=\$9.8M**

**0.57% of Goal of 1.0%**



## FY07 Performance



**TOTAL OBLIGATED in  
FY07 YTD = \$2.40B**

**Total for SB Stats:  
\$1,899M**

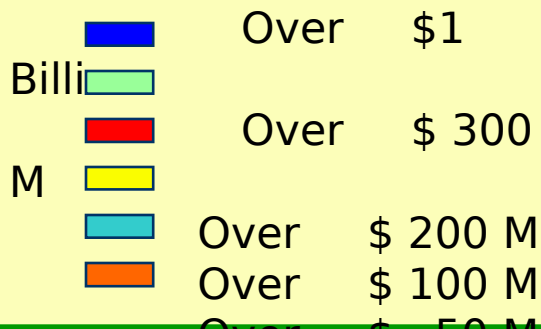
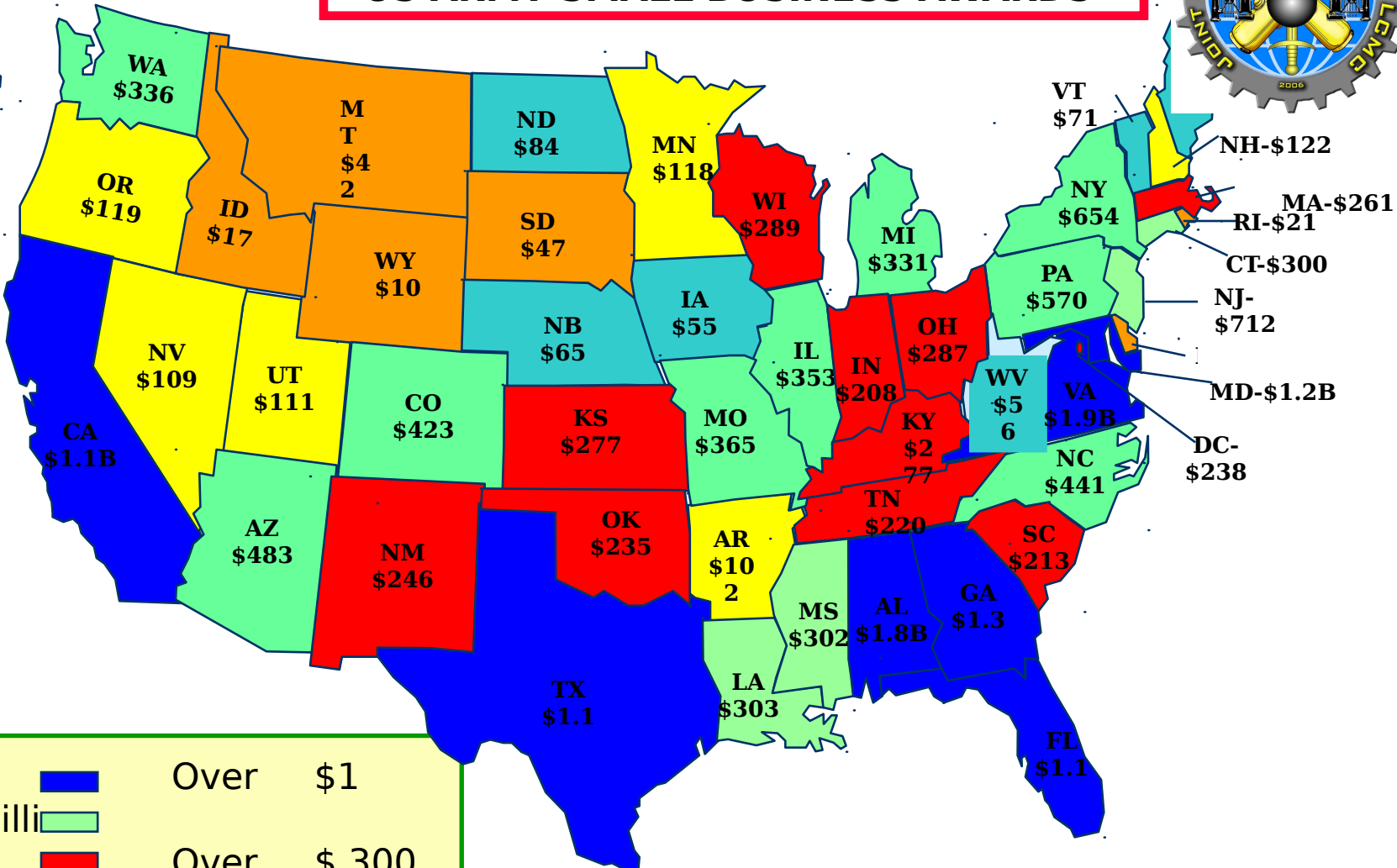
**Small  
Business=\$455M  
23.96% of Goal of  
20.0%**

**Small  
Disadvantaged=\$82.3  
M 4.34% of Goal of  
3.0%**

**Women  
Owned=\$60.3M  
3.18% of Goal of 2.0%**

**Service Disabled  
Veteran  
Owned=\$6.0M  
0.32% of Goal of 0.7%**

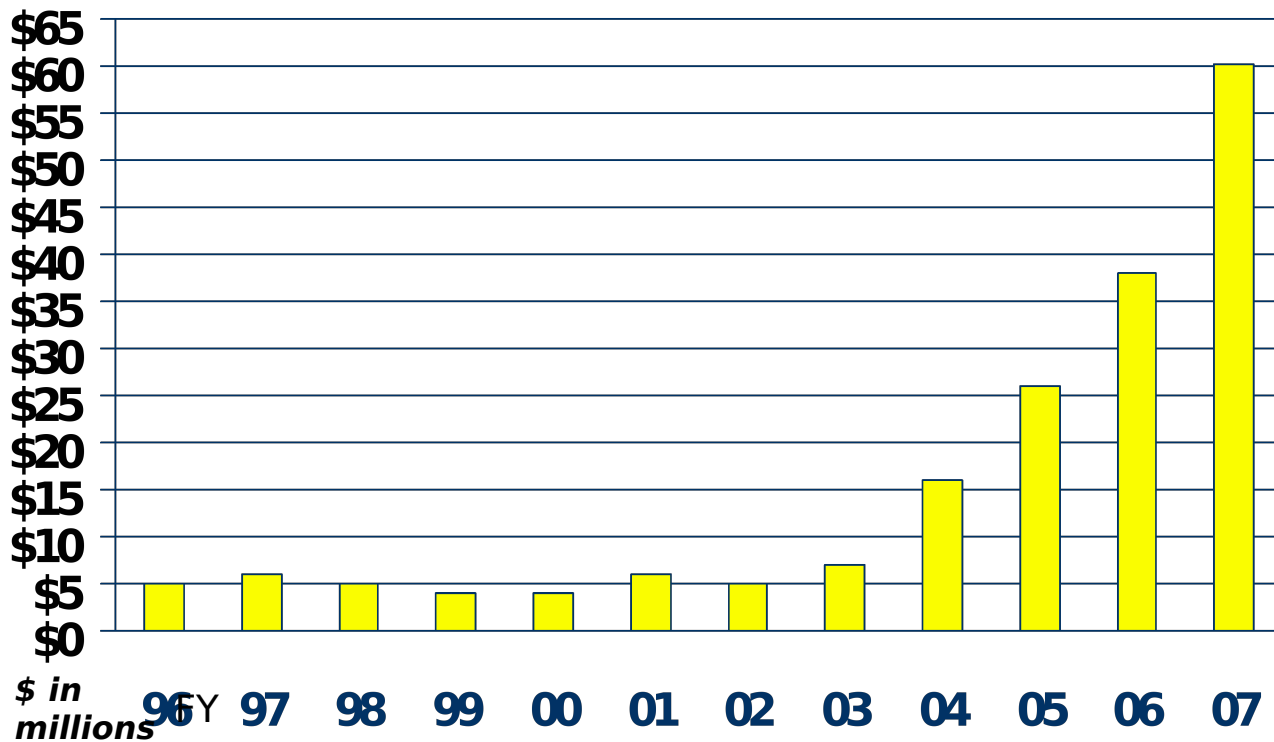
## US ARMY SMALL BUSINESS AWARDS



**FY 05 SMALL BUSINESS AWARDS \$20.4 Billion**



## WOSB PROGRAM HISTORY



Effective FY 99, data includes Federal Supply Schedule awards over \$25K



## SELLINGTOARMY

### Single Port Web Site Army Small Business



- Small Business
- Acquisition Professionals
- Toolbox resource for the acquisition professional





## STEP ONE

- Know the product or service you are selling to the JM&L LCMC. Know what the JM&L LCMC acquires (and does not acquire!)
- Modify your marketing strategy based the goals and objectives that the JM&L has for each product or service.
- Many government product/service listings and future procurements are broken down by NAICS or FSC:  
<http://www.sellingtoarmy.info/User/Misc/FSCSearch.aspx> or  
North American Industry Classification System (NAICS) codes  
<http://www.census.gov/epcd/www/naics.html>.
- Know your Federal Supply Classification Code (FSC) and NAICS.



## STEP TWO

- In order to do business with the Army and the JM&L LCMC, you must be registered in the Central Contractors' Register database. This registration must be completed prior to award of any contract or agreement. This registration can be accomplished on-line at <http://www.ccr.gov>.
- Contact the Defense Logistics Services Center to request a CAGE Code: <http://www.dlis.dla.mil>
- You must have a Data Universal Number System (DUNS) Number. You can contract Dun and Bradstreet by calling 1-800-333-0505 or 610-882-7000.



## STEP THREE

- Contact Ms. Beth Scherr at 973-724-5205 at the JM&L LCMC Office of Small Business Programs to discuss business opportunities for your firm. Realize that the mission of the JM&L LCMC is such that there may not be direct opportunities for your firm – the Office of Small Business Programs can assist you in learning about other opportunities, such as subcontracting.
- Provide your company's capabilities, preferably in electronic format, to include a brief written summary of your products/services.
- An excellent marketing tool to assist you in identifying buying activities that purchase your products or services is the Department of Defense (DOD) Standard Tabulation (ST28) report.  
<http://siadapp.dmdc.osd.mil/procurement/Procurement.html>



## STEP FOUR

Government Purchase Card (purchase/credit cards) – is an instrument that personnel at each installation are authorized to use to buy supplies and services (valued at \$3,500 or less).

- If your preferred payment method is through the government purchase card, please let your Army customers know.
- Recognize that even GPC purchases are done on a competitive basis.



## STEP FIVE

As with any customer, it is best to do some research about the activity before calling them. Many Army activities maintain their own websites. This information may be helpful in identifying the primary mission of that command.

AMC – <http://www.amc.army.mil/amc/smlbus>

Army Corps of Engineers – <http://www.hq.usace.army.mil/hqsb/>

Army Contracting Agency –

<http://dccw.hqda.pentagon.mil/home/index.asp>

INSCOM – <http://www.inscom.army.mil/>

MEDCOM – <http://sb.amedd.army.mil/>

MRMC – <http://www.mrmc.smallbusopps.army.mil>

SDDC – <http://www.sddc.army.mil/>

NGB – <http://www.ngb.army.mil/>

SMDC – <http://www.smdc.army.mil/>

ACA – <http://aca.saalt.army.mil>



## STEP SIX

- Use the resources that the US Government has set up to assist small business
  - Procurement Technical Assistance Centers are an important resource and can be invaluable to the small business owner looking to do business with the Government.
  - These Centers are located in most states and partially funded by DOD to provide small business concerns information on how to do business with the DOD.



# **STEP SIX (cont)**

**FOUNDATION AT NEW JERSEY INSTITUTE OF TECHNOLOGY  
PTA CENTER**

**323 MARTIN LUTHER KING BOULEVARD  
490 FENSTER HALL**

**NEWARK, NJ 07102-1982**

**Point of Contact: DOLCEY CHAPLIN**

**Phone: 973-596-3105**

**Fax: 973-596-5501**

**E-mail: [chaplin@admin.njit.edu](mailto:chaplin@admin.njit.edu)**

**Website: <http://www.njit.edu/DPTAC/UNION> COUNTY ECONOMIC  
DEVELOPMENT CORPORATION  
PTA PROGRAM**

**1085 MORRIS AVE STE 531 LIB HALL CENTER  
UNION, NJ 07083**

**Point of Contact: MARYANN WILLIAMS**

**Phone: 908-527-1166 X20**

**Fax: 908-527-1166 X21**

**E-mail: [mwilliams@ucedc.com](mailto:mwilliams@ucedc.com)**

**Website: <http://www.ucedc.com/>**



## STEP SEVEN

- In addition, the SBA offers assistance through their Small Business Development Centers, <http://www.business.gov/>, Service Corps of Retired Executives, and regional SBA offices which can provide information on loan programs, government procurements, and the Section 8(a) program.
- Don't forget to check out the SBA's Office of Women's Business Ownership, as well as the Online Women's Business Center, <http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>. These are special resources developed specifically to meet the needs to WOSB concerns.





## STEP EIGHT

- Regardless of your product or service it is important that you not neglect our very large secondary market. Subcontracting Opportunities with DOD Prime Contractors  
[http://www.acq.osd.mil/osbp/doing\\_business/index.htm](http://www.acq.osd.mil/osbp/doing_business/index.htm) and lists all of the major DOD prime contractors by state and provides a point of contact (Small Business Liaison Officer) within each firm.
- These firms negotiate goals with the contracting activities for subcontracting to small business concerns. This is a multi-billion dollar market. We encourage you to investigate potential opportunities with the large DOD prime contractors, some of which have websites.



## STEP NINE

- Many of DOD's requirements may be beyond the scope of a single small business. We encourage our prime contractors to subcontract and team with small business concerns. Also the Small Business Administration's Sub-Net is another resource to search for subcontracting opportunities.  
<http://web.sba.gov/subnet/>
- The JM&L LCMC Office of Small Business Programs can also assist you in finding subcontracting opportunities



## STEP TEN

- It is important that you are familiar with the Federal contracting procedures and regulations. The following regulations govern contracting procedures within the Army and are available online.
- Federal Acquisition Regulations (FAR)  
<http://www.arnet.gov/far/>
- The Defense Federal Acquisition Regulations Supplement (DFARS)
- The Army Federal Acquisition Regulations Supplement (AFARS)



## STEP ELEVEN

- Federal business opportunities are posted on <http://www.fedbizopps.gov>. This is a single point of entry for the Federal Government and should be monitored daily.
- If you are concentrating on JM&L LCMC there is also the acquisition center website <http://procnet.pica.army.mil/>



## STEP TWELVE

- After you have identified your customers, researched their requirements, and familiarized yourself with procurement regulations and strategies, it is time to market your product or service directly. Present your capabilities clearly and cogently to the JM&L LCMC activities and prime contractors to whom you are marketing.
- Realize that, like you, their time is valuable and if the match is a good one, you can provide them with a cost-effective, quality solution to their requirements.



**PLEASE CALL IF YOU  
HAVE ANY QUESTIONS**

**GOOD  
LUCK!**

[www.sellingtoarmy.info](http://www.sellingtoarmy.info)

